



Tomorrow Starts Today Funding Renewed 1 year: Canada's Performing Arts Organizations Applaud

For immediate release

(Toronto, 7 April 2004) Canada's performing arts organizations are pleased the Government of Canada is renewing its Tomorrow Starts Today investment for 2004-05. Late last month, MP Sarmite Bulte told the House of Commons that \$207 million would be invested in the program again this year. Canada's performing arts benefit through various facets of the program, including a \$25 million infusion to the Canada Council for the Arts.

This funding renewal indicates that there is an appreciation that the performing arts make a meaningful and lasting contribution to the quality of life in Canadian towns and cities. It takes sustained and consistent funding from all stakeholders to ensure the continued vitality of Canadian performing arts companies and organizations.

The Canadian Arts Presenting Association, Opera.ca, Orchestras Canada and PACT look forward to working with the Honourable Hélène Chalifour Scherrer, Minister of Canadian Heritage, and her colleagues to secure the long-term resources necessary for a strong performing arts community in Canada.

"Since her appointment, Minister Scherrer has signaled her passionate commitment for the sector", said Opera.ca's Micheline McKay. "We look forward to working with her to ensure concrete actions continue into the future."

Madame Scherrer obviously understands the crucial role played by the arts in Canadian society," said Peter Feldman, Executive Director of the Canadian Arts Presenting Association (CAPACOA). "I hope that we will see soon a commitment to stable multi-year financial support of the work being done by Canadian creators, producers and presenters."

-30-

For More information:

Peter Feldman
Executive Director
CAPACOA
613 562 3515

Micheline McKay
Executive Director
Opera.ca
416 483 0445

Daniel Donaldson
Executive Director
Orchestras Canada
416 366 8834

Lucy White
Executive Director
PACT
416 595 6455 Ext 11